



# Indiana Department of Commerce

2004 Annual Report

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# Doing Business in Indiana

## Increased Focus on Helping Small Business

The Office of Small Business Advocacy was created in 2004 as a central resource for small businesses. Commerce launched two new services for small business owners, including SmallBizU and RegWatch. SmallBizU is the largest collection of online small business training resources with 18 courses. Since the October launch, 740 companies have registered. RegWatch is an online notification process where businesses can sign up to receive free information about proposed rules before they are implemented.

## New Certified Technology Parks Attract High-Tech Jobs

Awarded to communities who forge partnerships between business, academic and government sectors, eight new Certified Technology Parks were established in 2004 including parks in Scottsburg, Columbus, Daviess County, Evansville, Muncie, Kokomo, Richmond and Terre Haute. Commerce provided \$9 million in additional support to communities through the Technology Development Grant Fund for land acquisition and infrastructure improvements at the parks.

## Increasing the Flow of Venture Capital Funding to Indiana

In 2004, 41 companies were certified through the Venture Capital Investment Tax Credit program. Commerce awarded \$3.3 million in tax credits to investors that provided \$15 million to certified start-up businesses.

## Indiana Businesses Compete Successfully in Global Market

For the first three quarters of 2004, Indiana exports accounted for nearly \$15 billion in Hoosier goods and services purchased globally, a 16.2 percent increase from the first three quarters of 2003. To proactively help businesses break into global markets, the Office of International Trade worked with hundreds of Indiana companies, linking them to the State's 12 foreign trade offices and providing \$102,000 in financial assistance to 41 businesses through the Trade Show Assistance Program.

## Energy & Recycling Office Helps Businesses Develop Energy-Efficient Practices

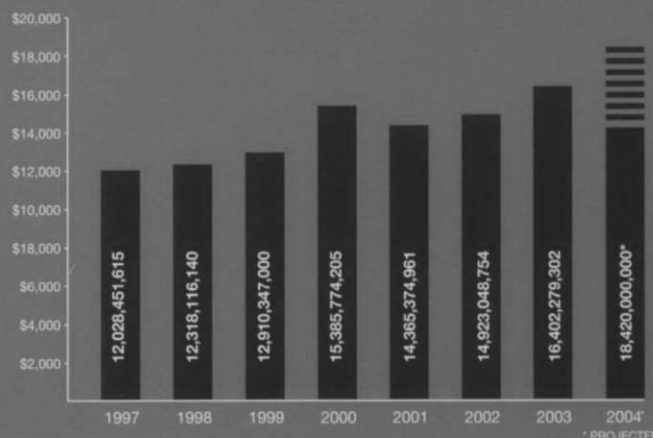
The Energy & Recycling Office awarded \$1 million in grants through the Advanced Energy Technologies Program to four Indiana companies in 2004 to develop energy-efficient manufacturing techniques and products.

## Incentives Boost Recycling Efforts Throughout the State

To assist in the production, marketing and purchase of recycled-content products in Indiana, the Energy & Recycling Office provided approximately \$2 million in zero-interest loans and more than \$412,000 in grants to businesses and local governments through the Recycling Promotion and Assistance Fund.

## Indiana Annual Exports

1997–2004\* (millions)



## New Benchmarking Tools Will Help Track Progress

With assistance from Commerce, the Indiana Business Research Center made significant upgrades to the StatsIndiana Web site ([www.stats.indiana.edu](http://www.stats.indiana.edu)) that now provides a "States IN Profile" section. The site provides detailed state-to-state comparisons of key metrics at the click of a button. This tool provides a one-stop shop for the most current and reliable data to help businesses, communities and policy-makers track progress.

## By The Numbers

\$360 Million	Incentives Awarded to New and Expanding Businesses
\$2.8 Billion	Private Investment Leveraged Through Commerce Incentives
54,280	Hoosier Workers Trained
16,641	New Jobs Created

## 2004 Broadband Connection Far Surpasses Goal

At the inaugural broadband conference in 2003, an initial goal was set to increase Internet connections by 33 percent each year. Research conducted by Commerce indicates Indiana doubled the number of high-speed Internet connections in the past year. More than 450,000 users, including small businesses and residential customers, now have access to the Internet.

# Selling the State

In 2004, the Marketing and Public Affairs team took bold steps to strengthen Indiana's reputation as an economic power and promote Indiana as truly a "state of progress."

## Building Relationships Beyond State Borders

To help lure new businesses to Indiana, Commerce implemented an aggressive outside sales program through 20 trips to 11 major cities — establishing relationships with site selection consultants and potentially relocating businesses throughout the country.

## Reaching Out to Hoosier Businesses

Commerce's Regional Offices coordinated 1,361 face-to-face meetings with existing businesses, arming them with the tools they need to continue to grow, including information on incentive programs and recent tax restructuring. With help from the Indiana General Assembly, the meetings were enhanced by a \$1 million marketing campaign and the distribution of targeted direct mail pieces that reached nearly 23,000 businesses throughout the country. Of the business leaders who recall the print or television ads, 42 percent believe that Indiana is a progressive place to do business and 45 percent agree that the state is making positive changes to the business climate.

## Web Site Overhaul Enhances Competitiveness, Improves Service Delivery

Tailored to our customers' needs, Commerce's newly revamped Web site ([www.indianacommerce.com](http://www.indianacommerce.com)) provides businesses, communities and visitors with easily accessible information on grants, economic development incentives, industry research reports and local contact information. In addition, site selection consultants and businesses will soon have the opportunity to search for available sites and buildings in Indiana through a GIS-based online database developed in conjunction with the Indiana Economic Development Association.

## Outdoor Recreation Guide to Lure Visitors in 2005

Featuring more than 1,000 challenging activities throughout the state, the new Outdoor Recreation Guide will be distributed to 750,000 recreation enthusiasts in 2005. The result of a partnership between the Office of Tourism, the Indiana Department of Natural Resources and the Recreational Vehicle Indiana Council, the guide will help build awareness of outdoor venues and motivate travel by showcasing the state's natural environment.

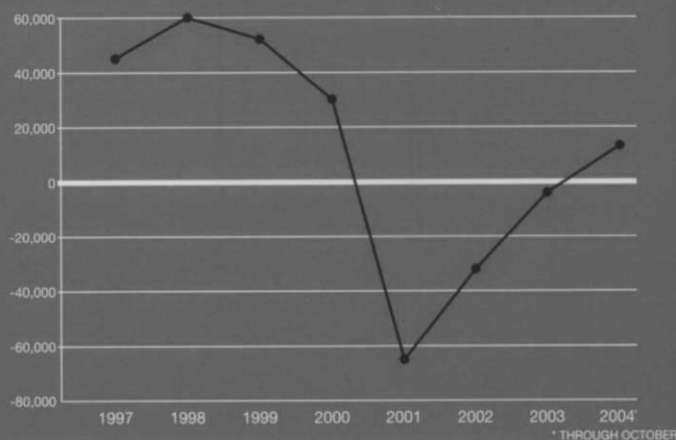
## Tourism Launches New Interactive Travel Guide

Two million people took advantage of the new interactive travel guide on [www.EnjoyIndiana.com](http://www.EnjoyIndiana.com), the State's official Web site promoting Indiana as a travel destination. After visiting the site, 1.3 million people took an overnight trip in Indiana.

## Building Awareness and Increasing Visibility

In 2004, Commerce produced and distributed nearly 5 million pieces of literature and reached more than 50 million customers through advertising campaigns. Visitors to Commerce's Web site viewed more than 7 million pages of information on business development, community development and tourism-related topics.

## Indiana Created 97,100 Net New Jobs 1997–2004\* (thousands)



Despite the national recession of 2001–2002 Indiana created 97,100 jobs between 1997–2004.



# Tourism Product Development

## **Tourism Groups Receive Boost from New Grant Program**

Nearly \$600,000 in funding was distributed by the Office of Tourism through the new Quality of Place Initiative. Eleven organizations received grants to support market research, feasibility studies, competitive market analysis and business plan development for significant new projects.

## **Agri-Tourism Brings New Energy to the Tourism Industry**

The Office of Tourism and the Office of the Commissioner of Agriculture joined forces in 2004 to lead five agri-tourism workshops throughout the state. Attracting more than 325 participants, the workshops helped to establish a network of agriculture-related tourism groups that will work together in promoting Indiana farms, wineries, orchards and other venues as travel destinations. In addition, legislation passed in 2004 calls for two additional seats on the Indiana Tourism Council that will represent the interests of the agri-tourism community.

## **By the Numbers**

58 Million	People Visiting Indiana
\$6.7 Billion	Visitor Spending Generated in 2004
97,000	Hoosiers Employed in the Tourism Industry
117	Production Days Logged by Commerce's Film Development Staff
\$1.8 Million	Private Investment in Film and Video Industry

## **Maximizing Tourism Advertising Dollars**

Indiana visitors spent \$618 for every dollar invested in marketing, an 8 percent increase over the amount of visitor spending leveraged through the 2003 advertising campaign.

# Strengthening Our Communities

## **Downtown Revitalization Projects Attract New Businesses, New Jobs**

In 2004, Indiana Main Street worked with 173 communities throughout the state to help revitalize downtowns. Among the 52 communities with organized Main Street programs, 198 new businesses opened in historic commercial districts, adding 997 new jobs. These 52 communities also generated more than \$50 million in public and private investment.

## **Rural Communities Strengthen Competitiveness Through New Grant Program**

More than \$7.2 million in grants were made available to rural communities in 2004 through two new grant programs administered by the Indiana Rural Development Council. The Rural Regional Partnership Program and the Rural Development Action Program will support economic development strategies and activities in rural communities throughout Indiana.

## **Community Development Grants and Incentives**

\$2.5 million in tax credits through the Neighborhood Assistance Program were awarded to nonprofit organizations throughout the state to support neighborhood-based programming in economically disadvantaged areas.

More than \$29 million in Community Focus Fund grants were awarded in 2004 to support infrastructure improvements, community centers, downtown revitalization projects, and upgrades to fire protection services.



# In 2004,

we continued to grow jobs, attract new businesses and streamline government to better meet our customers' needs. In this report, we are presenting a wide array of accomplishments from the Indiana Department of Commerce, a culmination of our aggressive investment in economic development through Energize Indiana, historic tax-restructuring, and the creation of a decentralized service delivery system through Commerce's 12 Regional Offices.



As we have continued on this path of progress, we have seen exciting results. In the past eight years, we have awarded \$112 million in training grants to upgrade the skills of 363,882 existing Hoosier workers, welcomed 97,000 net new jobs to the state, and continued to increase our competitiveness, exporting more than \$112 billion in Hoosier goods.

We've built a strong foundation for Indiana's future, making our state the best place to visit, raise your family and grow a business.

Thank you for your contribution in putting Indiana on the map. It has truly been a pleasure serving the citizens of the state of Indiana.

Sincerely,

Joseph E. Kernan  
Governor

Katherine L. Davis  
Lt. Governor

## Special Thanks to Our Marketing Partners

American Electric Power  
Ball State University  
Baxter Pharmaceutical Solutions  
BioCrossroads  
Bloomington Economic Development Corporation  
Cinergy/PSI  
Clinton County Chamber of Commerce  
City of Marion  
Columbus Economic Development Board  
Crawford County Economic Development Commission  
Daviess County Growth Council  
Delaware County Economic Development Corporation  
Dow AgroSciences  
East Central Indiana Development Council  
Economic Development Corporation of Wayne County  
Fifth Third Bank  
Force Construction Company Inc.  
Fort Wayne-Allen County Economic Development Alliance  
Grant County Economic Growth Council  
Greenbaum Doll & McDonald  
Greencastle/Putnam County Development Center  
Hendricks County Economic Development Partnership  
Hoosier Energy  
Indiana Centers for Applied Protein Sciences (INCAPS)  
Indiana Health Industry Forum  
Indiana Municipal Power Association  
Indianapolis Power & Light Company  
The Indy Partnership  
Jackson County Industrial Development Corporation  
Jennings County Economic Development Commission  
Knox County Development Corporation  
Lafayette-West Lafayette Economic Development Corporation  
MJ Insurance Inc.  
Madison-Jefferson County Economic Development Corporation  
Morgan County Economic Development Corporation  
Muncie-Delaware County Economic Development Alliance  
Northern Indiana Public Service Company (NIPSCO)  
Perry County Development Corporation  
Purdue Research Foundation  
Rose Hulman Ventures  
South Central Indiana Economic Development  
Southwest Indiana Development Corporation  
Space Hardware Optimization Technology Inc. (SHOT)  
Starke County Economic Development Foundation  
Terre Haute Economic Development Corporation  
Vectren Corporation  
Vermillion County Economic Development Council  
Vision-e  
Wabash Valley Power Association

# New and Expanding Companies in 2004

Accra Pac Inc.  
Acuity Lighting  
Advanced Microelectronics Inc.  
Aisin Drivetrain Inc.  
Aisin U.S.A. Manufacturing Inc.  
Alcan Composites USA Inc.  
Alcoa Power Generating Inc.  
Alcoa Warrick Operations  
Alphabet / Portland Division  
AM General Corporation LLC  
American Keeper Corporation  
American Signature Inc.  
American Woodmark Corporation  
Aprimo Inc.  
Arvin Sango Inc.  
Atlas Logistics Retail Services LLC  
Austin Tri-Hawk Automotive Inc.  
Baker Hill Corporation  
Baxter Pharmaceutical Solutions LLC  
Beckett Bronze Co. Inc.  
Bedford Machine & Tool  
Benco Dental Supply Company  
Bendix Commercial Vehicle Systems LLC  
Best Chairs Inc.  
BioStorage Technologies Inc.  
Bippus State Bank  
Blue River Stamping Inc.  
Boeing  
Bohn Aluminum Corporation  
Bollhoff-Rivnut Inc.  
Bombay Company Inc.  
Boranco Inc.  
BRC-Hartford City Division  
BrickCraft LLC  
Bristol-Myers Squibb Company  
Busche Enterprise Division Inc.  
Byrider Franchising Inc.  
C&D Technologies Inc.  
Camcar Division of Tectron Inc.  
Casting Technology Company  
Caterpillar Logistics Services Inc.  
Celadon Trucking Services Inc.  
Century Marble Company  
Charleston Metal Products Inc.  
CMD Manufacturing Inc.  
CME Automotive Corporation  
Coachmen Recreational Vehicle Company LLC  
Colgate Palmolive Company  
ConAgra Foods  
Cook Inc.  
Copeland Corporation  
Criterion Catalysts & Technologies

CTB Inc.  
Cuno Water Treatment  
Curtis Dyna Fog Ltd.  
Custom Building Products  
Custom Business Solutions  
D.A. Inc.  
DaimlerChrysler  
Dakota Engineering Inc.  
Delco Electronics Corporation  
Delphi Automotive Systems  
Delphi Delco Electronics Systems  
Delta Faucet Company  
Dorel Juvenile Group Inc.  
Dover Industries Inc.  
Dynamic Bar Products LLC  
ECA Enterprises Inc.  
Edy's Grand Ice Cream  
Elco Tectron Inc.  
Emerson Appliance Controls  
Emhart Technologies  
Engineered Cooling Systems  
Excel Mining Systems  
Exopack LLC  
FCC Manufacturing LLC  
Federal Mogul Corporation  
Firestone Building Products Company  
Forest River Inc.  
Fort Wayne Metals Research  
Fort Wayne Pools Inc.  
Fujicolor Processing Inc.  
Galbreath Inc.  
GDS of Indiana  
Geberit Manufacturing  
General Cable Corporation  
General Products Corporation  
Gramtel USA Inc.  
Guardian Automotive Products Inc.  
Gulf Stream Coach Inc.  
Harcourt Industries Inc.  
Harlan Sprague Dawley Inc.  
Harman/Becker Automotive Systems  
Heartland Automotive LLC  
Heartland Packaging Corporation  
Heitink Veneers Inc.  
Helmer Labs Inc.  
Holcomb & Hoke Manufacturing Inc.  
Home Design Products  
Honeywell International Engines Systems and Services  
Hoosier Heartland Industrial Corridor Inc.  
Imaging Office Systems Inc.  
IMCO Inc.

Indiana Building Systems LLC  
Indiana Packers Corporation  
Indiana Tube Corporation  
Indianapolis Woodworking Inc.  
Industrial Dielectrics Inc.  
Integrity Pharmaceutical Corporation  
International Steel Group Inc.  
International Truck & Engine Corporation  
Ispat Inland Inc.  
Jeco Plastic Products LLC  
Johnson & Johnson Associates Inc.  
Johnson Controls Inc.  
Kautex-Textron Company  
Kelley Dental Inc.  
King Systems Corporation  
Lehigh Cement Company  
Lenoco Technologies LLC  
Linden Creek Enterprises  
M & S Precision Machine Inc.  
Mac Machine & Metal Works Inc.  
Macsteel Heat Treating Division  
Mahomed Sales & Warehousing LLC  
Manchester Tank & Equipment  
Mann + Hummel USA Inc.  
Masco Support Services  
Metaldyne Sintered Components  
Milbank Manufacturing Co.  
Mirvec Film Inc.  
Moore Langen Printing Co.  
Moore Wallace Inc.  
Moore's Country Wood Crafting Inc.  
Morgan Adhesives Company  
Mount Vernon Industrial Foundation Inc.  
Multi-Plex / Davis Automotive Group  
Mursix Corporation  
Nachi Technology Inc.  
NexLink Solutions LLC  
NNC Group LLC  
North Vernon Industry Corporation  
Northbend Pattern Works  
Norwood Promotional Products  
NTK Precision Axle Corporation  
NTN Driveshaft Inc.  
Numerical Productions Inc.  
Olson Industries Inc.  
O'Neal Steel Inc.  
Osborn International  
Parker Hannifin Corporation  
PC Specialist dba Technology Integration Group  
Pepsi-Americas Vending LLC  
Pepsi-Cola General Bottlers Inc.  
Perpetual Technologies Inc.

PFG Customized Distribution  
PK USA  
PQ Corporation  
Productive Concepts Inc.  
R.R. D. Direct Seymour  
Ready Machine Tool & Die Corporation  
Reeder & Kline Machine Company Inc.  
Rexam Medical Packaging  
Rexnord Industries Inc.  
Rieke Corporation  
Robert Bosch Corporation  
Roche Diagnostics  
Roeling Corporation  
ROHN Products Inc.  
SalesLink Corporation  
Schilli Transportation Services Inc.  
Schwarz Pharma Manufacturing Inc.  
Sea Hawk Recreational Vehicles Inc.  
Silgan Closures LLC  
Sintering Technologies Inc.  
SIRVA Inc.  
Small Parts Inc.  
Smurfit Stone Container Corporation  
Software Engineering Professionals Inc.  
Solution Technology Inc.  
SPX Contech  
Standard Motor Products Inc.  
Stanley Access Solutions  
Stanrail Corporation  
Stant Manufacturing Inc.  
Steel Dynamics Inc.  
Sterling Creek Software LLC  
Subaru of Indiana Automotive Inc.  
Superior Aluminum Alloys LLC  
Sur La Table  
Symmetry Medical Inc.  
TASUS Corporation  
Therma-Tru Corporation  
ThyssenKrupp Presta  
TOA LLC  
Transilwrap Company Inc.  
Tru-Form Steel Wire, Inc.  
Tyson Foods Inc.  
Unicell Paper Mills  
United Technologies Electronic Controls Inc.  
Universal Music Group  
Waterfield Mortgage Company  
Western Consolidated Technologies  
Whirlpool Corporation  
Wieland Designs Inc.  
Wolf Detroit Envelope Company  
Zotec Solutions Inc.



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